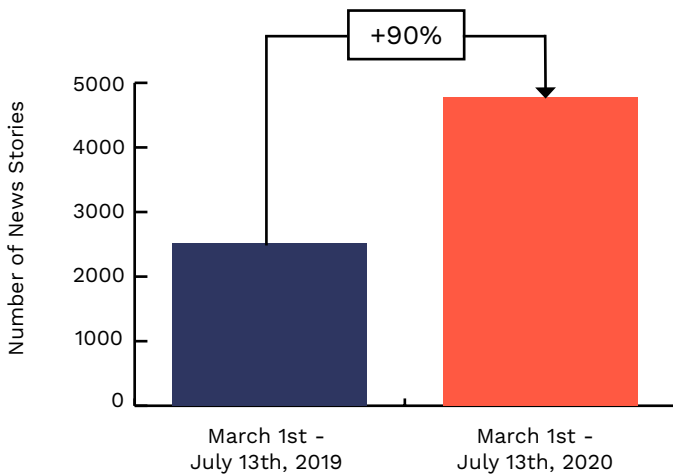


# America's Child Care Crisis Sees Major Uptick in Media Coverage

The COVID-19 pandemic has exacerbated financial challenges that child care providers have faced for years, pushing the industry to the brink of collapse. Anxious parents and struggling child care providers looking for solutions amid a tumultuous and unpredictable economic crisis are looking to Congress to provide the financial relief necessary to keep the industry afloat through America's economic recovery. Across the country, there is a bright spotlight on this mounting child care crisis, with media outlets devoting more coverage to child care.

FFYF has analyzed the data on this heightened press coverage and found that stories covering the child care industry in the U.S. in March through July are up almost 90% over the same time period last year. Meanwhile, Google searches in the United States for terms like "child care" and "daycare" have also risen drastically.

## Sample of Nationwide News Stories (Child care, daycare, childcare, preschool):



This is due, in no small part, to the wide-reaching effects the child care industry has on individuals, families, and the economy as a whole. It's not just child care providers who are impacted when the COVID-19 crisis forces them to close their doors—working parents can't return to the workplace if they don't have access to safe, reliable and affordable child care.

Reporters nationwide have shown this is a common theme among parents in every community across every demographic group, which is why local news stories—in addition to national coverage—have also increased.

**Across the observed regions, there was an average increase of 25% in coverage of child care over the previous year. Even vastly different states like North Carolina and New York each saw news stories about child care increase by 57%.**

Without substantial federal support for the child care industry, the onslaught of questions and uncertainty for parents and providers alike will continue to rise. If Congress fails to stabilize the child care industry—and soon—the nation is expected to lose half of its child care supply.

## Sample of Statewide News Stories (Child care, daycare, childcare, preschool): States With an Increase of 30% or More

